

United Kingdom-Openshaw: Advertising management services

OJ S 240/2018 13/12/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: LTE Group

Postal address: Whitworth House, Ashton Old Road

Town: Openshaw

NUTS code: UK United Kingdom

Postal code: M11 2WH

Country: United Kingdom

Contact person: Mrs Emma Clyne

E-mail: eclyne@ltegroup.co.uk

Telephone: +44 1616742352

Internet address(es):

Main address: <http://www.ltegroup.co.uk/>

Address of the buyer profile: <http://www.ltegroup.co.uk/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://procontract.due-north.com>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://procontract.due-north.com>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Supply of Media Buying Services

Reference number: DN381180

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of this Tender Arrangement is to secure an arrangement with the LTE Group for media buying, with an experienced Agency providing the best possible outcomes and communications strategy whilst providing exceptional service and demonstrable value for the LTE Group.

The Agency will be instrumental in creating media buying plans and deliver innovative/best media buying and advice that is fully integrated across all channels and best practice communications to achieve LTE Group's strategic objectives.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

The purpose of this Tender Arrangement is to secure an arrangement with the LTE Group for media buying, with an experienced Agency providing the best possible outcomes and communications strategy whilst providing exceptional service and demonstrable value for the LTE Group.

The Agency will be instrumental in creating media buying plans and deliver innovative/best media buying and advice that is fully integrated across all channels and best practice communications to achieve LTE Group's strategic objectives.

Required services: core elements:

The successful Agency will demonstrate how every applicable campaign will be measured based on outcomes and shall provide evaluation and measurement of campaign performance /outcomes, this would include:

- (a) reporting against outcome key performance indicators outlined in Briefs;
- (b) being able to adjust live campaign activities to take account of ongoing evaluation and measurement results;
- (c) regularly update the LTE Group on optimisation work undertaking to improve the performance of activity and to enable the LTE Group to utilise this feedback to help improve future campaigns.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The successful contract is to be offered on a 2 year + 1 year basis.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 16/01/2019 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.7. Conditions for opening of tenders

Date: 11/12/2018 Local time: 16:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Centre for Effective Dispute Resolution

Town: London

Country: United Kingdom

VI.5. Date of dispatch of this notice

11/12/2018